

EASTER NUMBER  
APRIL 1916

# COMFORT

*The Key to Happiness and Success  
in over a Million and a Quarter Homes*

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"The Bunnies' Easter Carnival," by moonlight, in grotesque imitation of the Washington children's egg-rolling festivities Monday after Easter on the White House lawn. See story and descriptive article on page 4.



## Efficiency on the Farm Is a Fundamental Requisite of National Preparedness

poor, while the price of fresh eggs climbs higher year by year. The fertility of our soil has been depleted by successive cropping and in the older sections has to be restored by use of artificial fertilizers. Although we still export considerable grain in years of abundant harvests we have reached a condition that admonishes us to adopt more productive methods of farming if we wish to maintain the American standard of living for our working people.

vidual vitality, and that the man who drinks is peculiarly susceptible to pneumonia. The United States Public Health Service is a conservative body. It does not engage in alarmist propaganda. In following out the line of its official duties it has brought forcefully to the general public a fact which will bear endless repetition. The liberal and continuous user of alcoholic drinks will do well to heed this warning, particularly at this season of the year when the gruesome death toll from pneumonia is being doubled."

**T**he consternation of the Chicago saloon keepers, they are now forced to cease their accused traffic on Sundays because the present mayor has the will and the courage to enforce the law prohibiting the Sunday sale of intoxicating liquors. Mayor Thompson is worthy the commendation he has received from all sections of the country for his bold defiance of the liquor interests which exercise such a baneful influence on politics. Yet he has merely done his sworn duty, and that his official conduct causes no exception, with the exception rather than the rule, is due to the notoriously bad government of our large cities in which the liquor power is strongly entrenched.

Bite Monday, the terror of employer and housewife, is a thing of the past in Chicago. Before the Sunday closing law was enforced numbers of working men spent Sunday at the saloons and it took all the next day to recover from the effects of their debauchery, and Monday was always a busy day in the police courts. With the saloons closed the workman spends Sunday with his family, soberly, and goes to work Monday morning. Another result is a larger attendance at Sunday school; the wives and children are better dressed and the money that formerly went to the groggeries is now bringing prosperity to many a worried merchant who used to despair of ever getting his pay for the necessities of life that he trusted out to the families of men who dissipated their wages in Sunday debauchery.

Great good has been done in Chicago by one day's closing in seven. Is it not advisable to have a law to close the saloons for good and forever? The entire nation owes a debt of gratitude to Mayor Thompson for the example he has set and for proving that prohibition does prohibit when an effort at enforcement is honestly made.

THE enforcement of nation-wide prohibition of liquor, proclaimed by the Czar as a war measure, has made a new man of the Russian peasant. The banishment of absinthe from France has resulted in a national uplift. More than a year ago the British government, declaring that they could not hope for success in war unless the drink evil was removed,

Accordingly. As to the beneficial effect of this temperance legislation in England, David Lloyd George, Minister of Munitions, in a speech on March 9th, said the police records showed a reduction of 40 per cent in drunkenness throughout the country, and that however successful in war the country might be, he was convinced that victory in the matter of liquor would be the greatest triumph of all. He also said he hoped the nation would be convinced that success in war largely depended on removing the drag upon its efficiency caused by drink.

Is the influence of the liquor interests so mighty that our Senators and Congressmen cannot see it to be their plain duty to give us nationwide prohibition of the liquor traffic as the most important essential of national preparedness both in peace and war?

Preparedness is the watchword—preparedness for defense as the most effective means of avoiding war and the only safety if we are attacked; preparedness for peace to enable us to cope with the changed world conditions that will follow as the result of the present war and to fulfill our national destiny. But we hear little, if any, mention of preparedness on the farm; which is essential to safety in war and prosperity and progress in peace. Therefore we would urge this form of preparedness on our readers, as being a patriotic duty and serving their own best interests.

A nation dependent on a foreign source of food supply is in danger of famine in time of peace and of being conquered by starvation in war. Soldiers cannot march or fight unless well fed, which is tersely expressed in Napoleon's remark that "an army marches on its belly," and he might have added with equal truth that the progress of a nation depends on its people being well fed. Food in ample quantity and liberal variety that contains all the nutritive elements required by the human body is necessary for health and achievement.

In the overcrowded countries of the old world, and especially in Asia, the great majority of humanity is underfed through lack of quantity or quality of food, or both, millions living perpetually close to the verge of starvation, and in seasons of extensive crop-failure dying of hunger by thousands, as frequently happens in India and China. In many countries milk and butter are unknown, meat and eggs are luxuries for the wealthy, and even wheat flour is a rarity with the poor people. Pellagra, the dread scourge of southern Europe and of late a menace to our southern states, is wholly due to lack of proper nourishment.

It is difficult to imagine such conditions in the United States where the people, as a whole, and notably the laboring classes, are better fed than in any other part of the world. America has been the land of plenty, heretofore producing the best foods in ample abundance for our own people and a liberal surplus for export. But conditions are changing because the products of our farms are not keeping pace with the rapid increase of population. The cattle ranges are being cut up and the land turned into grain fields, and the price of meat has risen. The people are now forced to pay to import dressed beef and mutton from Argentina; our milk supply and dairy products are inadequate and getting to be too costly for the

There is but one solution of the problem, and that consists in increasing the products of our farms by better methods of farming. We raise smaller crops per acre than they do in Europe by their intensive methods of cultivation which must be studied and practised here. Agriculture is the fundamental industry on which all others depend, and any nation that cannot subsist on the products of its farms is in a precarious position.

Farming is still the greatest industry in the United States and our prosperity depends largely on the intelligence and efficiency of our farmers. Our crops are largely dependent on the use of fertilizers, and by lack of commercial fertilizers containing the required proportions of potash, phosphate and nitrate, the most indispensable elements of plant nutrition, our crops are being seriously retarded. Our most important fertilizer, potash, has been cut off by the war and the price has advanced from \$40 to about \$100 a ton. The price of phosphate for agricultural purposes. Scarcity of ships and high ocean freights have raised the price of Chilean nitrate, and although there is an unlimited supply of this material, it is necessary to be treated with sulphuric acid which now commands a very high price because of its extensive use in the manufacture of explosives used in the war. At present, many of our farmers are short of supply of potash, because her potash wells furnish the cheapest supply, and it is predicted that after the war the price of potash will rise to the level of the world, say nearly for by imposing a high export tax. However, if the price is too high, we can extract an abundant supply from our feldspar deposits. It is our hope that our scientists will discover a cheaper process of treatment. We must fortify ourselves by making it independent of foreign sources of supply. Federal fertilizer government should give all possible aid to an enterprise of such vital importance to the general

THE United States Public Health Service, in a recent bulletin, declares that strong drink is the handmaiden of pneumonia, the disease which produces ten per cent of the deaths in this country. It says: This is no exaggeration. We have known for a long time that indulgence in alcoholic liquors lowers the indi-

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*By Lena B. Ellingwood*

and as the round-faced man left the room, the

and as the round-faced moon slid down over the western horizon, it smiled upon the groups of happy-faced bunnies hurrying through the city streets, bunnies who would long remember the joys of their gay Easter Carnival.

NOTE.—See front cover illustration of this story, and read the following article which describes the holiday festivities with which Washington children celebrate the Monday after Easter on the White House lawn.

## Easter Egg Rolling on the White House Lawn

By C. L. Chapman

N Easter Monday all the little folks of Washington, poor and rich alike, gather on the lawn back of the President's Mansion for the annual egg-rolling. All day long they scamper about over the egg-thick grass. Some are dressed in bright new clothes and some are in rags, but who stops to think of these

They are all happy and enjoying the ride. Some come on bicycles, some on roller skates, others in pony carts. Some are mere toddlers, but it is a holiday through out the city and can be seen anywhere else.

All carry a basket filled with gayly colored eggs. Many are provided with boxes of lunch—bananas, oranges and cake—for it is a long ride. Traffic must be kept moving, so the children are urged to throw their hard-boiled eggs. Outside the grounds are funny, rickety, old-fashioned wagons where old colored "mammas" sell doughnuts and pies, peanuts and candies. Men with balloons are everywhere and, once added to the general swirling and swishing, make a

But this gay and happy gathering is not made up entirely of children for the fathers, mothers, grandmothers, uncles, aunts, big brothers and sisters and many other onlookers join with the children in their merry making.

But all the fun is not confined to rolling eggs. They take pleasure in sitting about in groups and "picking" eggs with mother, this is done by striking two eggs together on their point.

The one whose egg is broken is the loser—this game is particularly interesting to the colored

children, for it gives them an opportunity to eat goodly supply and there is nothing they like better than this, first testing, before playing, the hardness of his egg by knocking it against his beak. If the egg can stand this test victory is assured.

To the proud possessor of a goose egg or a turkey egg his position is at once assured: he

At once surrounded by a group of admirers he immediately accept him as champion. He shies anyone to egg-picking with him but there seldom anyone with enough courage to risk the loss of his eggs though occasionally some one appears.

On top of the State, War and Navy Department building, there is a large ball on a pole, as is near, and when the children see this ball slide down the pole, they at once know that it

As the day wears on, games of all kinds take the place of the egg-rolling; some of the girls skip rope or play running games and the boys play leap-frog, climb trees, wrestle, stand on their

Later the Marine Band plays stirring, patriotic music creating fresh enthusiasm, and usually the president, with his family and a group of friends comes out on the veranda of the White House. The occasion is an inspiring one and as the sun sinks to rest behind the hills across the Potomac, the little people turn their faces homeward, to the hills or roll down the hills.

## May Comfort

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Dr. Habbington tells what children should eat, and how to select foods that are good for the individual's health and complexion care on the resources of the pocket and the kitchen.

## “What Children Should Be Taught”

Dr. Habbington tells what children should be taught, and how to select foods that are good for the individual's health and complexion care on the resources of the pocket and the kitchen.

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Words are women, deeds are men.

[illegible]



















































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No attention will be given to any inquiry which lacks the sender's full name and address, but we will print only initials if so requested.

**DEATH OF A HORSE.**—Two years ago I bought two young colts about two months old. One was named "Red" and the other "Blue." They were both very fine and I was very fond of them. One day "Red" was out in the field and he took sick and died. I was very sad and I buried him. I was very sad and I buried him. I was very sad and I buried him.

**Red.**—My daughter's saddle horse has a little swelling on the inside of his foot. It has been there for some time. Can you tell me what it is and is it a cure for it? I have tried to get it better but it is not better. I have tried to get it better but it is not better. I have tried to get it better but it is not better.

**Indigestion.**—I have an eight-year-old mare. She is very fat and she is very fat. She is very fat and she is very fat. She is very fat and she is very fat. She is very fat and she is very fat.

**Chorea.**—Will you inform me about horse chorea. It is prevalent in this neighborhood. One horse has had it and it is very bad. I have tried to get it better but it is not better. I have tried to get it better but it is not better.

**Little mare.**—I have a eight-year-old mare. She is very fat and she is very fat. She is very fat and she is very fat. She is very fat and she is very fat. She is very fat and she is very fat.

**Laureate.**—Will you tell me what all my horse? He is twelve years old and in good shape. When he is a little fat he is very fat. He is very fat and he is very fat. He is very fat and he is very fat.

**Worms.**—I have a horse five years old. He is very fat and he is very fat. He is very fat and he is very fat. He is very fat and he is very fat. He is very fat and he is very fat.

**Allow the horse.**—I have a horse five years old. He is very fat and he is very fat. He is very fat and he is very fat. He is very fat and he is very fat. He is very fat and he is very fat.

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every day. If you could have him before a year for eight or nine years, you would not be out of a single year. This is the best way to get a horse. It is the best way to get a horse. It is the best way to get a horse.

**REMEMBERED**  
(Continued from Page 13)

"I know midnight for the thief. It was dark and still. There was a thunderous country and I chose I would have to hurry as it was possible to suppose that the holder of the horse would awaken when the lightning began to flash. I climbed a vine and gained the roof: then I stole across it and entered a window. I found myself in a bedroom. I was a disfigurement by the light of my little red lantern. I found myself in a bedroom. I was a disfigurement by the light of my little red lantern.

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are entitled to into your pocket." Now my dear don't get excited. You will win. When you are told that you are not a horse, you are not a horse. You are not a horse. You are not a horse.

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# Boys! Girls! Look—See Who Is Here! Wonderful New The "Comfort Twins" STEREOSCOPE



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SEND us your name and address, and we will send you two dolls. One is a boy and one is a girl. They are made of fine porcelain, and are decorated with the most beautiful colors. They are a perfect example of the latest fashion, and are a great addition to any collection. They are sold at a very low price, and are a great bargain for anyone who wants two dolls that are both stylish and practical.

**Club Offer.** For two one-year subscriptions to COMFORT, \$1.00. For three one-year subscriptions, \$1.50. For four one-year subscriptions, \$2.00. For five one-year subscriptions, \$2.50. For six one-year subscriptions, \$3.00. For seven one-year subscriptions, \$3.50. For eight one-year subscriptions, \$4.00. For nine one-year subscriptions, \$4.50. For ten one-year subscriptions, \$5.00.

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**Address COMFORT, Augusta, Maine.**

**Box Of Initial Stationery, Envelopes And Complete Writing Outfit**

If, in place of this illustration, we could actually show you a box of initial stationery, envelopes and complete writing outfit, you would not believe it possible for us to make such an offer. However, that is what we are doing. We are sending you a box of initial stationery, envelopes and complete writing outfit. It is a perfect example of the latest fashion, and is a great addition to any collection. It is sold at a very low price, and is a great bargain for anyone who wants a box of initial stationery, envelopes and complete writing outfit that is both stylish and practical.

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**Hardy Everblooming 6 ROSES**

**The Latest Most Beautiful Varieties And Colors Including The Wonderful New "SUNBURST"**

**Sensation Of The Day**

We hope that every reader of COMFORT who intends to plant roses this season, will be so fortunate as to have seen our new variety, the "Sunburst". It is a perfect example of the latest fashion, and is a great addition to any collection. It is sold at a very low price, and is a great bargain for anyone who wants a rose that is both stylish and practical.

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**Sunburst**  
We pay tribute to the beauty of this rose. It is a perfect example of the latest fashion, and is a great addition to any collection. It is sold at a very low price, and is a great bargain for anyone who wants a rose that is both stylish and practical.

**White Crochet** A magnificent snow-white rose, with a form of delicate beauty. It is a perfect example of the latest fashion, and is a great addition to any collection. It is sold at a very low price, and is a great bargain for anyone who wants a rose that is both stylish and practical.

**Milady** Without this hardy everblooming rose, the garden would be incomplete. It is a perfect example of the latest fashion, and is a great addition to any collection. It is sold at a very low price, and is a great bargain for anyone who wants a rose that is both stylish and practical.

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Premium No. 646



**With 100 Views**

**For A Club Of Two!**

**Zones, Tigers, Bears and All Kinds of Wild Animals.** This is a wonderful new stereoscope set of all the most beautiful and interesting views of all the animals of the world. It is a perfect example of the latest fashion, and is a great addition to any collection. It is sold at a very low price, and is a great bargain for anyone who wants a stereoscope set that is both stylish and practical.

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**Girl's Waterproof Cape**

**A Great PROTECTOR FROM WIND AND RAIN**

Made of striped cambric and lined with the finest material. It is a perfect example of the latest fashion, and is a great addition to any collection. It is sold at a very low price, and is a great bargain for anyone who wants a cape that is both stylish and practical.

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**Address COMFORT, Augusta, Maine.**

**Pocket Flashlight**

**Premium No. 708**



**Given For A Club Of Three**

There are so many reasons why a flashlight is a perfect example of the latest fashion, and is a great addition to any collection. It is sold at a very low price, and is a great bargain for anyone who wants a flashlight that is both stylish and practical.

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Roadster \$675

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This \$695 Overland is the one big, important, outstanding exception to the rule.

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Another heavy shortage this spring is almost certain.

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Catalog on request—please address Dept. 275.

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